

Application No.: 09/372,416  
Page 6 of 6

Art Unit: 2178  
Examiner: T. V. Huynh

### **REMARKS**

The foregoing amendments to the claims obviate the Examiner's rejection in the final Office Action mailed May 10, 2005. Applicant thanks the Examiner for the interview conducted on July 6, 2005, in which Applicant had the opportunity to present arguments for distinguishing the pending claims over the Landsman reference cited in the Office Action. Applicant appreciates the Examiner's constructive advice for proper claim amendments.

As discussed in the interview, each of the pending claims now reflects either a "static link" or "static reference" to the advertisement server, this being in contrast to Landsman in which the JavaScript file includes a dynamic advertisement server "variable" (adserver), which variable is assigned by the web page referencing to the JavaScript file, one out of many URL's of ad servers.

If there are any outstanding concerns or issues that need to be addressed in order to advance the present application to issuance, Applicant respectfully requests the Examiner to contact the undersigned at the number listed below.

Dated: July 7, 2005

Respectfully submitted,

Signature: /Benzion A. Wachsman/

Benzion A. Wachsman

President, BEH Investments LLC

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